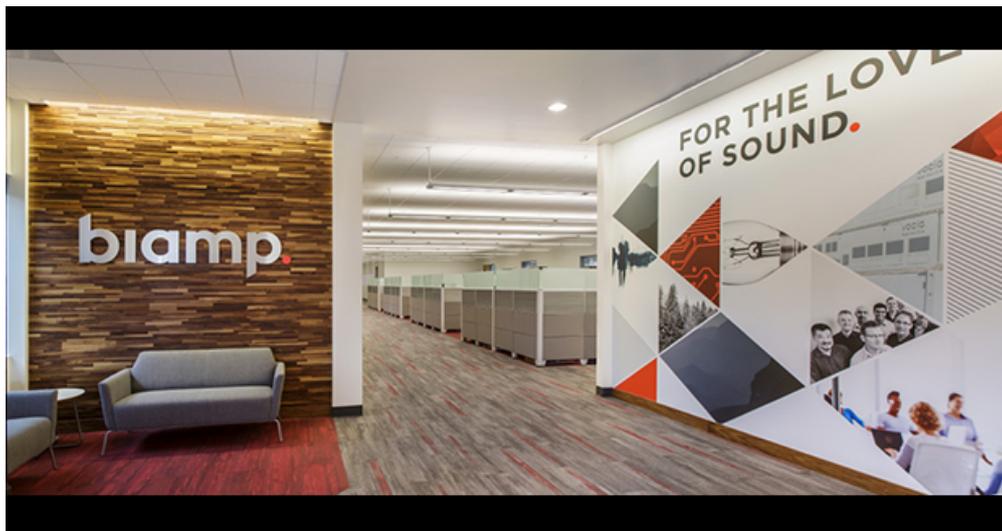


Biamp Changes European Distribution

Written by Frederick Douglas
13 December 2019



Just ahead of ISE Biamp announces a more streamlined European distribution model to strengthen company sales, support and product distribution across the continent, part of a focus on investment and expansion across Europe.

The result is a transition to either a sole distributor or dealer-direct distribution system to better support specific countries.

The following sole distributors offer Biamp products in key regions:

- Austria-- Kain Audio-Technik GmbH
- Denmark-- Kinovox Scandinavia ApS
- France-- Sidev
- Germany-- prodyTel Distribution GmbH
- Italy-- Prase Engineering S.p.A.
- Norway-- Scandec Systemer AS
- Poland-- Konsbud Audio Sp. zo.o.
- Russia-- AV Center Russia LLC
- Spain-- AVIT Vision S.L.
- Switzerland-- Show Supply GmbH
- The Netherlands-- Mennegat Trading BV

In addition, in Belgium, Luxembourg and the UK Biamp will transition to a dealer-direct distribution model to enhance the ability of the company to support customers and drive growth.

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“We are thrilled to partner with this select group of distributors who offer regional expertise and strategic alignment with our expanded European operations,” the company says. “We look forward to working closely with these partners to drive growth and enhance operations throughout the region.”

Following the recent opening of the new Biamp European HQ in Antwerp, Belgium and the acquisition of Apart Audio and Community Loudspeakers, the new European distribution model should enable the company to more aggressively pursue opportunities in all target geographies and vertical markets, including corporate, food service and hospitality, retail, large venues, education, religion, sports and leisure and outdoor applications.

“By appointing a single distributor that can cover Biamp’s full product portfolio-- including Apart retail and hospitality loudspeakers, community large venue loudspeakers, and Cambridge sound management solutions-- our customers get a single point of contact for better service, complete solutions and an exceptional experience,” the company concludes.

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